



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates 10/30/12-11/05/12

Contract / Revision 568689 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO 4 HEALTH & EDUC

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2134

Alt Order # 09793026

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 30% Market Value 138166

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	16580
KCWE	%	0
KMBC	34%	46976
KMCI	%	0
KPXE	%	0
KSHB	24%	33160
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$35,232.50	\$41,450.00	0.00	10/29/12	11/05/12	40	\$35,232.50	\$41,450.00
Totals	40	\$35,232.50	\$41,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$300.00		0.00			
2	4	10/31/12	10/31/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1		\$300.00		0.00			
3	4	11/01/12	11/01/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$300.00		0.00			



Hiatus Dates

Order Sep 00:15:00

Estimate # **2134**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	11/02/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$300.00		0.00						
5	4	11/05/12	11/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
6	4	10/30/12	10/30/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
7	4	10/31/12	10/31/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
8	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
9	4	11/02/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,000.00		0.00						
10	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
11	4	10/30/12	10/30/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$825.00		0.00						
12	4	10/31/12	10/31/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$825.00		0.00						
13	4	11/01/12	11/01/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$825.00		0.00						
14	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															



Hiatus Dates

Order Sep 00:15:00

Estimate # **2134**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	4	11/02/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$825.00		0.00						
15	4	11/05/12	11/05/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$825.00		0.00						
16	4	10/30/12	10/30/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$825.00		0.00						
17	4	11/01/12	11/01/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$825.00		0.00						
18	4	10/30/12	10/30/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
19	4	10/31/12	10/31/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
20	4	11/01/12	11/01/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
21	4	11/02/12	11/02/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,000.00		0.00						
22	4	11/05/12	11/05/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
23	4	10/30/12	10/30/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
24	4	10/31/12	10/31/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															



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Hiatus Dates

Order Sep 00:15:00

Estimate # **2134**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	4	10/31/12	10/31/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$1,000.00		0.00			
25	4	11/01/12	11/01/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$1,000.00		0.00			
26	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,000.00		0.00			
27	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$1,000.00		0.00			
28	4	10/30/12	10/30/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$1,440.00		0.00			
29	4	10/31/12	10/31/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$1,440.00		0.00			
30	4	11/01/12	11/01/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00</



WDAF-TV

Print Date: 10/24/12

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Contract / Revision 568689 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2134

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
34	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,800.00		0.00			
E 35	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/29/12-11/04/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---Th-----	:30		(\$1,800.00)		0.00	NM		
Credited															
36	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
37	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
38	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
39	4	11/04/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
40	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,800.00		0.00			
N 41	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
Totals														40	\$41,450.00



WDAF-TV

ORDER

Flight Dates 10/23/12-10/29/12

Contract / Revision 568691 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO 4 HEALTH & EDUC

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2135

Alt Order # 09793023

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KOPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$26,039.75	\$30,635.00	0.00
November 2012	8	\$7,790.25	\$9,165.00	0.00
Totals	38	\$33,830.00	\$39,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	30	\$26,039.75	\$30,635.00
10/29/12	10/29/12	8	\$7,790.25	\$9,165.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/26/12	-T-----	1		\$300.00		0.00						
2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/26/12	--W----	1		\$300.00		0.00						
3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Hiatus Dates

Order Sep 00:15:00

Estimate # 2135

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	4	10/26/12	10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$300.00		0.00			
4	4	10/26/12	10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$300.00		0.00			
5	4	10/29/12	10/29/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
6	4	10/23/12	10/23/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
7	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,000.00		0.00			
8	4	10/25/12	10/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,000.00		0.00			
9	4	10/26/12	10/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
10	4	10/29/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
11	4	10/23/12	10/23/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$825.00		0.00			
12	4	10/24/12	10/24/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$825.00		0.00			
13	4	10/25/12	10/25/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															



Hiatus Dates

Order Sep 00:15:00

Estimate # 2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	4	10/25/12	10/25/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$825.00		0.00			
14	4	10/26/12	10/26/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$825.00		0.00			
15	4	10/29/12	10/29/12	M-F 7-8a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$825.00		0.00			
16	4	10/23/12	10/23/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
17	4	10/24/12	10/24/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,000.00		0.00			
18	4	10/25/12	10/25/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,000.00		0.00			
19	4	10/26/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
20	4	10/29/12	10/29/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
21	4	10/23/12	10/23/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
22	4	10/24/12	10/24/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,000.00		0.00			
23	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															



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Contract / Revision 568691 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,000.00		0.00			
24	4	10/26/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
25	4	10/29/12	10/29/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
26	4	10/23/12	10/23/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,440.00		0.00			
27	4	10/24/12	10/24/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,440.00		0.00			
28	4	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,440.00		0.00			
29	4	10/26/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,440.00		0.00			
30	4	10/29/12	10/29/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,440.00		0.00			
E 31	4	10/23/12	10/23/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/26/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P-T-----	:30	(\$1,800.00)			0.00	NM		
Credited															
32	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,800.00		0.00			



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Contract / Revision 568691 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 60:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
32	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					1	\$1,800.00		0.00				
33	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---					1	\$1,800.00		0.00				
34	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$1,800.00		0.00				
35	4	10/29/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/29/12-11/04/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM)-----	:30		(\$1,800.00)		0.00	NM			
Credited																
36	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-					1	\$800.00		0.00				
37	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00				
38	4	10/28/12	10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$1,800.00		0.00				
39	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00				
E 40	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00				
														Totals	38	\$39,800.00



WDAF-TV

ORDER

Print Date 10/25/12 Page 1 of 5

Flight Dates 10/23/12-10/29/12

Contract / Revision 583117 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO FOR HEALTH & EDU

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2428

Alt Order # 09842356

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 20% Market Value 195750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	74385
KCWE	%	0
KMBC	29%	56767
KMCI	%	0
KPXE	%	0
KSHB	13%	25447
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$22,950.00	\$27,000.00	0.00	10/01/12	10/28/12	25	\$22,950.00	\$27,000.00
November 2012	8	\$10,327.50	\$12,150.00	0.00	10/29/12	10/29/12	8	\$10,327.50	\$12,150.00
Totals	33	\$33,277.50	\$39,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/23/12	10/23/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$500.00		0.00			
2	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$500.00		0.00			
3	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision

583117

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO FOR HEALTH & EDU

Estimate # **2428**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$500.00		0.00						
4	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$500.00		0.00						
5	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$500.00		0.00						
6	4	10/23/12	10/23/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		0.00						
7	4	10/24/12	10/24/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,800.00		0.00						
8	4	10/25/12	10/25/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00		0.00						
9	4	10/26/12	10/26/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,800.00		0.00						
10	4	10/29/12	10/29/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,800.00		0.00						
11	4	10/23/12	10/23/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$300.00		0.00						
12	4	10/24/12	10/24/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$300.00		0.00						
13	4	10/25/12	10/25/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															



Estimate # 2428

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	4	10/25/12	10/25/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$300.00		0.00			
14	4	10/26/12	10/26/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$300.00		0.00			
15	4	10/29/12	10/29/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
16	4	10/23/12	10/23/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$825.00		0.00			
17	4	10/24/12	10/24/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$825.00		0.00			
18	4	10/25/12	10/25/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$825.00		0.00			
19	4	10/26/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$825.00		0.00			
20	4	10/29/12	10/29/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$825.00		0.00			
21	4	10/23/12	10/23/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$825.00		0.00			
22	4	10/24/12	10/24/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$825.00		0.00			
23	4	10/25/12	10/25/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															



WDAF-TV

Print Date: 10/25/12

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Contract / Revision 583117 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO FOR HEALTH & EDU Estimate # 2428

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
23	4	10/25/12	10/25/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$825.00	1	0.00 NM	1	\$825.00
FOX News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---					1	\$825.00		0.00		
24	4	10/26/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$825.00	1	0.00 NM	1	\$825.00
FOX News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/26/12	----F--					1	\$825.00		0.00		
25	4	10/29/12	10/29/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$825.00	1	0.00 NM	1	\$825.00
FOX News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$825.00		0.00		
26	4	10/29/12	10/29/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00 NM	0	\$0.00
BONES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$3,300.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/29/12-11/04/12		Monday Prime A	7p-8p		M-----	:30		(\$3,300.00)		0.00 NM		
Credited														
27	4	10/23/12	10/23/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-T-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-T-----					1	\$1,800.00		0.00		
28	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--W----					1	\$1,800.00		0.00		
29	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---					1	\$1,800.00		0.00		
30	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00		
31	4	10/23/12	10/23/12	Tuesday Prime B New Girl / Mindy Project	CM-All	8p-9p	-T-----	:30	1	\$2,800.00	2	0.00 NM	1	\$2,800.00
NEW GIRL/MINDY PROJECT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-T-----					1	\$2,800.00		0.00		
32	4	10/28/12	10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$1,800.00		0.00		



WDAF-TV

ORDER

Flight Dates 10/16/12-10/22/12

Contract / Revision 583111 /

Original Date / Revision
10/22/12 10/22/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO FOR HEALTH & EDU

Agency Com 15%

Billing Contact
650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2427

Alt Order # 09842354

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 21% Market Value 63333

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	24066
KCWE	%	0
KMBC	29%	18366
KMCI	%	0
KPXE	%	0
KSHB	12%	7600
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$11,305.00	\$13,300.00	0.00
Totals	11	\$11,305.00	\$13,300.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$11,305.00	\$13,300.00	0.00	10/01/12	10/22/12	11	\$11,305.00	\$13,300.00
Totals	11	\$11,305.00	\$13,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
1	4	10/16/12	10/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$500.00		0.00				
2	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$500.00		0.00				
3	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$500.00		0.00				



WDAF-TV

Print Date: 10/22/12

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Contract / Revision 583111 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO FOR HEALTH & EDU Estimate # 2427

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
4	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$500.00		0.00			
5	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		0.00			
6	4	10/16/12	10/16/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,800.00		0.00			
7	4	10/17/12	10/17/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,800.00		0.00			
8	4	10/18/12	10/18/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00			
9	4	10/19/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00			
10	4	10/22/12	10/22/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00			
E 11	4	10/22/12	10/22/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00			
Totals														11	\$13,300.00